## ORDER

Orders Order / Rev: 710129

06299037 Alt Order #: AFSCME/SEIU/NEA Product Desc:

> Estimate: 1683

Flight Dates: 10/09/12 - 11/06/12

Original Date / Rev: 10/09/12 / 10/09/12 Order Type: Political

WUSA

Primary AE: Aaron Ashe

Sales Office: T-WAS Sales Region: NAT

Billing Calendar:

Billing Type:

Waterfront Strategies/ POL Name: Agency

> **Buying Contact:** Billing Contact:

1010 Wisconsin Ave Ste 800

Washington, DC 20007

Billing Cycle: EOM/EOC

Agency Commission: 15%

Broadcast

Cash

Advertiser AFSCME/ SEIU/ NEA Name:

> A25-54 Demographic:

**Product Codes:** IS-Candidate/US Senate

Priority: P-5

Revenue Codes: AGY, GEN, POL New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

## Totals **Bill Plan**

Start Date		End Date	# Spots	Gross Amount	Net Amount		
	10/01/12	10/28/12	59	\$146,050.00	\$124,142.50		
	10/29/12	11/06/12	30	\$71,550.00	\$60,817.50		

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	59	\$146,050.00	\$124,142.50	0.00
November 2012	30	\$71,550.00	\$60,817.50	0.00
Totals	89	\$217,600.00	\$184,960.00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln Ch Sta	art End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
1 WUSA 10/0	09/12 11/05/12	Letterman	CM	1135P-1237	7A MTWTF	:30	3 \$1,200.00 P-2	0.00 NM	12	\$14,400.00
		Late Night with D	avid Letterma	n(11:35 PM-1	2:35 XM)					
DAVID LETT	ERMAN									
Start Da	te End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/09/12	2 10/15/12	MTWTF	3	\$1,200.00	0.00					
Week: 10/16/12	2 10/22/12	MTWTF	3	\$1,200.00	0.00					
Week: 10/23/12		MTWTF	3	\$1,200.00	0.00					
Week: 10/30/12	2 11/05/12	МГЖГБ	3	\$1,200.00	0.00					
2 WUSA 10/0	09/12 11/05/12	Price Is Right	CM	11a-12p	MTWTF	:30	3 \$1,500.00 P-1	0.00 NM	12	\$18,000.00
		The Price is Righ	t							
Start Da	te End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/09/12	2 10/15/12	MTWTF		\$1,500.00	0.00					
Week: 10/16/12	2 10/22/12	MTWTF	3	\$1,500.00	0.00					
Week: 10/23/12	2 10/29/12	MTWTF	3	\$1,500.00	0.00					
Week: 10/30/12	2 11/05/12	MTWTF	3	\$1,500.00	0.00					
3 WUSA 10/0	09/12 11/05/12	DT	CM	9a-3p	MTWTF	:30	2 \$1,200.00 P-2	0.00 NM	8	\$9,600.00
		Soaps		(12:30 PM-3	3:00 PM)					
Start Da	te End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/09/12	_	MTWTF	2		0.00					
Week: 10/16/12	2 10/22/12	MTWTF	2	\$1,200.00	0.00					
Week: 10/23/12	2 10/29/12	MTWTF	2	\$1,200.00	0.00					
Week: 10/30/12	2 11/05/12	MTWTF	2	\$1,200.00	0.00					
4 WUSA 10/0	09/12 11/05/12	9 News @ Noon	CM	12-1230P	МГЖГБ	:30	3 \$1,500.00 P-1	0.00 NM	12	\$18,000.00
		9 News @ Noon								

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Order / Rev: 710129 Advertiser: AFSCME/ SEIU/ NEA

Alt Order #: 06299037 Product Desc: AFSCME/SEIU/NEA **WUSA** 

Flight Dates: 10/09/12 - 11/06/12 Estimate: 1683

Ln Ch	Start	End	Inventory Code	Break	Start/End 7	Time Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
4 WUSA 1	10/09/12	2 11/05/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	МГЖГБ	- :30	3 \$1,500.00 P-1	0.00 NM	12	\$18,000.00
Start I	Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/09	9/12	10/15/12	MTWTF	3	\$1,500.00	0.00					
Week: 10/16		10/22/12	MTWTF		\$1,500.00	0.00					
Week: 10/23		10/29/12	MTWTF		\$1,500.00	0.00					
Week: 10/30		11/05/12	MTWTF		\$1,500.00	0.00		1 A1 000 00 D 0	0.00.1114		<b>#</b> 4.000.00
5 WUSA 1	10/09/12	2 11/05/12	•	CM	4-5p	MTWTF	- :30	1 \$1,000.00 P-2	0.00 NM	4	\$4,000.00
DR. PHIL			Dr. Phil								
Start I	Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/09		10/15/12	MTWTF		. —	0.00					
Week: 10/16		10/22/12	MTWTF	1	\$1,000.00	0.00					
Week: 10/23	3/12	10/29/12	MTWTF	1	\$1,000.00	0.00					
Week: 10/30	)/12	11/05/12	МГWГF	1	\$1,000.00	0.00					
6 WUSA 1	10/09/12	2 11/05/12	9 News @ 5p	CM	5-6p	MTWTF	- :30	2 \$1,000.00 P-2	0.00 NM	9	\$9,000.00
00141451			9 News @ 5p	_							
9 NEWS A		PLY TO SU	B LINES A THRU	В							
Start I		End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/09		10/15/12	MTWTF		\$1,000.00	0.00					
Week: 10/16		10/22/12	MTWTF		\$1,000.00	0.00					
Week: 10/23	3/12	10/29/12	MTWTF		\$1,000.00	0.00					
Week: 10/30	)/12	11/05/12	MTWTF	3	\$1,000.00	0.00					
7 WUSA 1	10/09/12	2 11/05/12	9 News @ 6p	CM	6-630p	MTWTF	:30	2 \$1,500.00 P-1	0.00 NM	8	\$12,000.00
			9 News @ 6p								
9 NEWS A		<b>-</b>		0	Б. /	5.0					
Start I		End Date	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u>	Rating					
Week: 10/09 Week: 10/16		10/15/12 10/22/12	MTWTF		\$1,500.00 \$1,500.00	0.00 0.00					
Week: 10/13		10/22/12	MTWTF		\$1,500.00	0.00					
Week: 10/30		11/05/12	MTWTF		\$1,500.00	0.00					
8 WUSA 1	1/03/12	2 11/03/12	NCAA Football G	ame #2CM	3-7p	S-	- :30	1 \$4,000.00 P-2	0.00 NM	1	\$4,000.00
			NCAA Football G	ame #2	(3:30 PM-7:0	00 PM)					
COLLEGE											
Start I		End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/29		11/04/12	S-	1	\$4,000.00	0.00					
9 WUSA 1	10/13/12	2 11/03/12	8-10a Sa CBS Th		8-10AM	S-	- :30	1 \$350.00 P-2	0.00 NM	4	\$1,400.00
CBS THIS	MORN	JING SAT	CBS This Mornin	g: Saturday							
	Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08		10/14/12	S-	1	\$350.00	0.00					
Week: 10/15		10/21/12	S-	1	\$350.00	0.00					
Week: 10/22	2/12	10/28/12	S-	1	\$350.00	0.00					
Week: 10/29	9/12	11/04/12	S-	1	\$350.00	0.00					
10 WUSA 1	10/14/12	2 10/14/12	NFL Football Gan		Sun 1-4p	5	S :30	1 \$20,000.00 P-2	0.00 NM	1	\$20,000.00
NEL 40/44	4/40 4D	MUZO LUNIE	NFL Football Gar	ne #1							
	_		DIANAPOLIS	0 1 - 00/ 1	D-1-	Detien					
Start I Week: 10/08		End Date 10/14/12	<u>Weekdays</u> S	Spots/Week	Rate \$20,000.00	Rating 0.00					
11 WUSA 1				CM	10-11P	T	- :30	1 \$10,000.00 P-2	0.00 NIM	4	\$40,000.00
II WUSA I	10/11/12	2 11/01/12	Elementary	Civi	10-111	1	30	1 \$10,000.00 P-2	U.UU INIVI	4	\$40,000.00
PERSON	OF INT	-	Liomontary								
Start I	Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08		10/14/12	T		\$10,000.00	0.00					
	ate Rai		<u>escription</u>		t/End Time				Rtg Type		
		-10/14/12 T	hu Prime C	10-1	1P		Th	:30 <del>\$10,000.00)</del>	0.00 <i>NM</i>		
	MG 11.										
_			rime Political Progr	am Thu	9-11p		Th	:30\$10,000.00	0.00 NM		
⊕ MG fo	or 11.1	10/11									
Week: 10/15		10/21/12	T		\$10,000.00	0.00					
Week: 10/22		10/28/12	T T		\$10,000.00	0.00					
Week: 10/29	1/12	11/04/12	1	13	\$10,000.00	0.00					

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Order / Rev: 710129 Advertiser: AFSCME/ SEIU/ NEA

Alt Order #: 06299037 Product Desc: AFSCME/SEIU/NEA **WUSA** 

Flight Dates: 10/09/12 - 11/06/12 Estimate: 1683

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len Spo	ots R	ate Pri	Rtg Type	Spots	Amount
12 WUSA	10/09/1	2 11/05/12	9 News @ 11p	CM	M-Su 11-1	135p M	TWTFSS	:30	2 \$3,00	0.00 P-2	0.00 NM	8	\$24,000.00
g NEW/	S NOW @	วิ 11PM	9 News @ 11p										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/15/12	MTWTFSS		\$3,000.00	0.00	-						
Week: 10/		10/22/12	MTWTFSS		\$3,000.00	0.00							
Week: 10/		10/29/12	MTWTFSS		\$3,000.00	0.00							
Week: 10/		11/05/12 2 10/30/12	MTWTFSS Tue Prime A		\$3,000.00 8-9P	0.00	) Γ	:30	1 000 00	0.00 P-1	0.00 NM	1	\$20,000,00
13 WUSA	10/30/1	2 10/30/12	NCIS	CM	8-9P	-	1	:30	1 \$20,00	0.00 P-1	U.UU INIVI	1	\$20,000.00
NCIS			11010										
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	L						
Week: 10/	/29/12	11/04/12	- T	1	\$20,000.00	0.00	5						
14 WUSA	10/16/1	2 10/16/12	Tue Prime B	CM	9-10P	- [	Γ	:30	1 \$18,00	0.00 P-2	0.00 NM	1	\$18,000.00
NOIGH	00 4110	EL E0	NCIS: Los Angel	es									
	OS ANGI	-	Waalidaya	Cnoto/Mook	Doto	Dotino							
Week: 10/	rt Date /15/12	End Date 10/21/12	<u>Weekdays</u> - T	Spots/Week	Rate \$18,000.00	<u>Rating</u> 0.00							
	Date Ra		escription		t/End Time	0.00		/eekdays	Length	Rate	Rtg Type		
		2-10/21/12 T	ue Prime B	9-10				<u> </u>	:3051		0.00 NM		
Se	e MG 14.	.2											
2 VUSA	10/16/12	2-10/16/12 P	rime Political Prog	ram Tue	9-11p		- '	Г	:30\$1	8,000.00	0.00 NM		
⊕ MG	3 for 14.1	10/16											
15 WUSA	11/06/1	2 11/06/12	Price Is Right	CM	11a-12p	- [	Γ	:30	1 \$1,50	0.00 P-1	0.00 NM	1	\$1,500.00
			The Price is Righ	it									
	rt Date	End Date	<u>Weekdays</u> - T	Spots/Week		Rating	-						
Week: 11/		11/11/12	-	1	<b>+</b> ·,	0.00							
16 WUSA	11/06/1	2 11/06/12		CM	9a-3p (12:30 PM-		Γ	:30	1 \$1,20	0.00 P-2	0.00 NM	1	\$1,200.00
C+o	rt Doto	End Data	Soaps	Spoto/Mook	•	,							
Week: 11/	rt Date /05/12	End Date 11/11/12	<u>Weekdays</u> - T	Spots/Week 1		<u>Rating</u> 0.00	-						
		2 11/06/12			12-1230P		<u>,</u> Γ	:30	1 \$1.50	0.00 P-1	0.00 NM	1	\$1,500.00
	,	,	9 News @ Noon	<b>5</b>			-	.00	. ψ.,σσ		0.00		ψ.,σσσ.σσ
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 11/	/05/12	11/11/12	- T	1		0.00	5						
18 WUSA	11/06/1	2 11/06/12	4-5p	CM	4-5p		Γ	:30	1 \$1,00	0.00 P-2	0.00 NM	1	\$1,000.00
			Dr. Phil										
	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating	-						
Week: 11/	/05/12	11/11/12	- T	1	\$1,000.00	0.00	)					l	

Totals 89 \$217,600.00